





WPTV

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## Contract / Revision

313509

Flight Dates **10/02/12-10/08/12**

## Hiatus Dates

Original Date / Revision 10/01/12/ 10/08/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America** OFA AdEstimate # **1905**



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Flight Dates 10/02/12-10/08/12

Hiatus Dates

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Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product Obama for America OFA Ad Estimate # 1905

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	<u>Totals</u>		
													Type	Spots	Amount
N15	WPTV	10/02/12	10/08/12	Monday Prime C revolution	CM	10-11p	M-----	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	M-----		1				\$750.00		0.00			
N16	WPTV	10/02/12	10/08/12	M-F 11-1135p	CM	11-1135p	MTWTF--	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		2				\$600.00		0.00			
N17	WPTV	10/02/12	10/08/12	Su 1130p-1205a after NEM	CM	1130p-1205a	-----S	:30	1	\$625.00	P-3	0.00	NM	1	\$625.00
				1130p-12x After NFL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	-----S		1				\$625.00		0.00			
N18	WPTV	10/02/12	10/08/12	M-F 1135p-1235a	CM	1135p-1235a	-TWTF--	:30	1	\$475.00	P-1	0.00	NM	1	\$475.00
				M-F 1135p-1235a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	-TWTF--		1				\$475.00		0.00			
N19	WPTV	10/02/12	10/08/12	NFL Game	CM	4p-12a	-----S	:30	1	\$2,750.00	P-1	0.00	NM	1	\$2,750.00
				NFL Game		(8:15 PM-11:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	-----S		1				\$2,750.00		0.00			
N20	WPTV	10/02/12	10/08/12	Su 9-10a	CM	9-10a	-----S	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
				Su 9-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	-----S		1				\$2,500.00		0.00			
N21	WPTV	10/02/12	10/08/12	M-F 5-6a	CM	5-6a	M-----	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
				M-F 5-6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	M-----		2				\$200.00		0.00			
N22	WPTV	10/02/12	10/08/12	Su 12-1215x 5 Sports	CM	12x-1215x	-----S	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
				Su 12-1215x 5 Sports											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	-----S		1				\$600.00		0.00			
N23	WPTV	10/02/12	10/08/12	NBC Wednesday Prime	CM	8-11p	--W---	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
				presidential debate		(9:00 PM-11:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	--W---		1				\$3,000.00		0.00			
N24	WPTV	10/02/12	10/08/12	Tuesday Prime A	CM	8-9p	-T-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
				voice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	-T-----		1				\$3,000.00		0.00			
N25	WPTV	10/02/12	10/08/12	Tuesday Prime B	CM	9-10p	-T-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
				go on/new normal											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	-T-----		1				\$900.00		0.00			
N26	WPTV	10/02/12	10/08/12	Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
				parenthood											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	-T-----		1				\$1,500.00		0.00			
N27	WPTV	10/02/12	10/08/12	Wednesday Prime A	CM	8-9p	--W---	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
				animal prac/guys..kids											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	--W---		1				\$1,000.00		0.00			



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														Spots	Amount	
N27	WPTV	10/02/12	10/08/12	Wednesday Prime A	CM	8-9p	--W---	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00	
animal prac/guys..kids																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/02/12	10/08/12	--W---		1	\$1,000.00		0.00							
N28	WPTV	10/02/12	10/08/12	Thursday Prime A	CM	8-9p	---T---	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00	
30 rock/up all night																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/02/12	10/08/12	---T---		1	\$750.00		0.00							
N29	WPTV	10/02/12	10/08/12	Thursday Prime C	CM	10-11p	---T---	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00	
rock center																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/02/12	10/08/12	---T---		1	\$1,500.00		0.00							
														Totals	35 \$39,720.00	